

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *store atmosphere* dan *word of mouth* terhadap keputusan pembelian melalui minat beli pada Apotek Viva Health cabang Surabaya. Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *nonprobability sampling*, yaitu pengambilan sampel yang tidak memberi kesempatan sama bagi setiap unsur populasi untuk dipilih menjadi sampel. Berdasarkan metode *nonprobability sampling* tersebut didapatkan sebanyak 100 sampel yang tersebar di lima *outlet* Apotek Viva Health cabang Surabaya. Metode analisis yang digunakan adalah analisis jalur (*path analysis*) dengan menggunakan aplikasi SPSS versi 25.

Hasil penelitian menunjukkan bahwa *store atmosphere* dan *word of mouth* berpengaruh positif dan signifikan terhadap minat beli. Kemudian *store atmosphere* dan minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan *word of mouth* berpengaruh tidak signifikan terhadap keputusan pembelian.

Kata kunci: *store atmosphere*, *word of mouth*, minat beli, keputusan pembelian.

ABSTRACT

This research aimed to examine the effect of store atmosphere and word of mouth on the buying decision through buying interest at Viva Health Drugstore, Surabaya. The research was quantitative research. While, the sampling collection technique used non-probability sampling, in which there was no equal opportunity for each member of population to be selected as sample. Moreover, based on non-probability sampling, there were 100 samples which were taken in 5 outlet of Viva Health Drugstore, Surabaya. In addition, the data analysis technique used path analysis with SPSS version 25.

The research result concluded store atmosphere and word of mouth had positive and significant effect on the buying interest. Furthermore, store atmosphere and buying interest had positive and significant effect on the buying decision. On the other hand, the word of mouth had insignificant effect on the buying decision.

Keywords: store atmosphere, word of mouth, buying interest, buying decision.

